



# Reinventing Retail

3 essentials to accelerate your omnichannel strategy in the next phase of retail

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ALLSAINTS

Hanna Andersson

new balance

*“Every company is going to see consumer behavior changes coming out of this event. We’re going to return to a different economic environment and different business models.”*

President and COO, AT&T

For more than eight weeks in early 2020, countless numbers of stores across the globe were shut down. Considering the majority of retailers rely on in-store sales to generate the bulk of their revenue, the impact of these closings was severe.

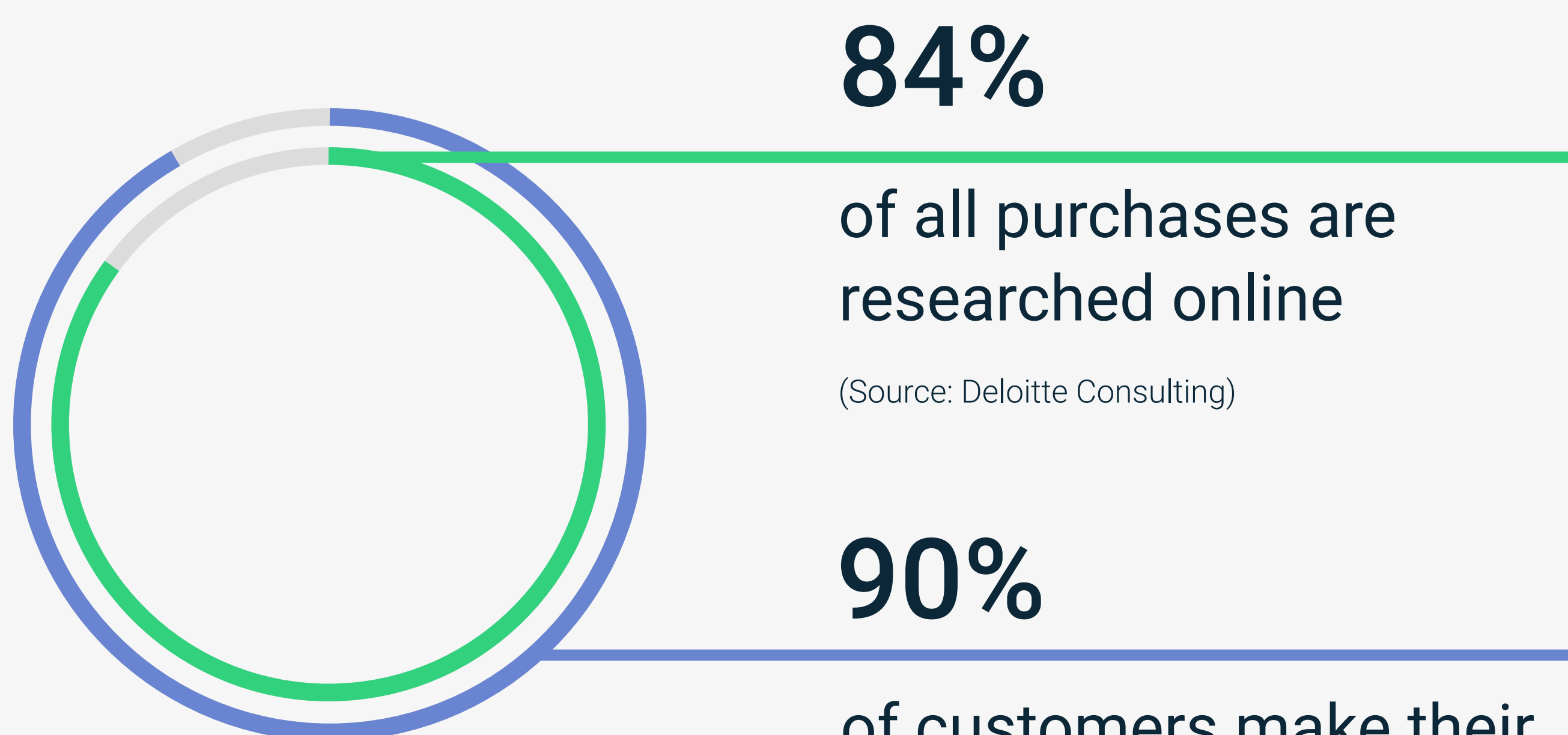
But the brands that maintained or exceeded business outcomes during this time share an important commonality:

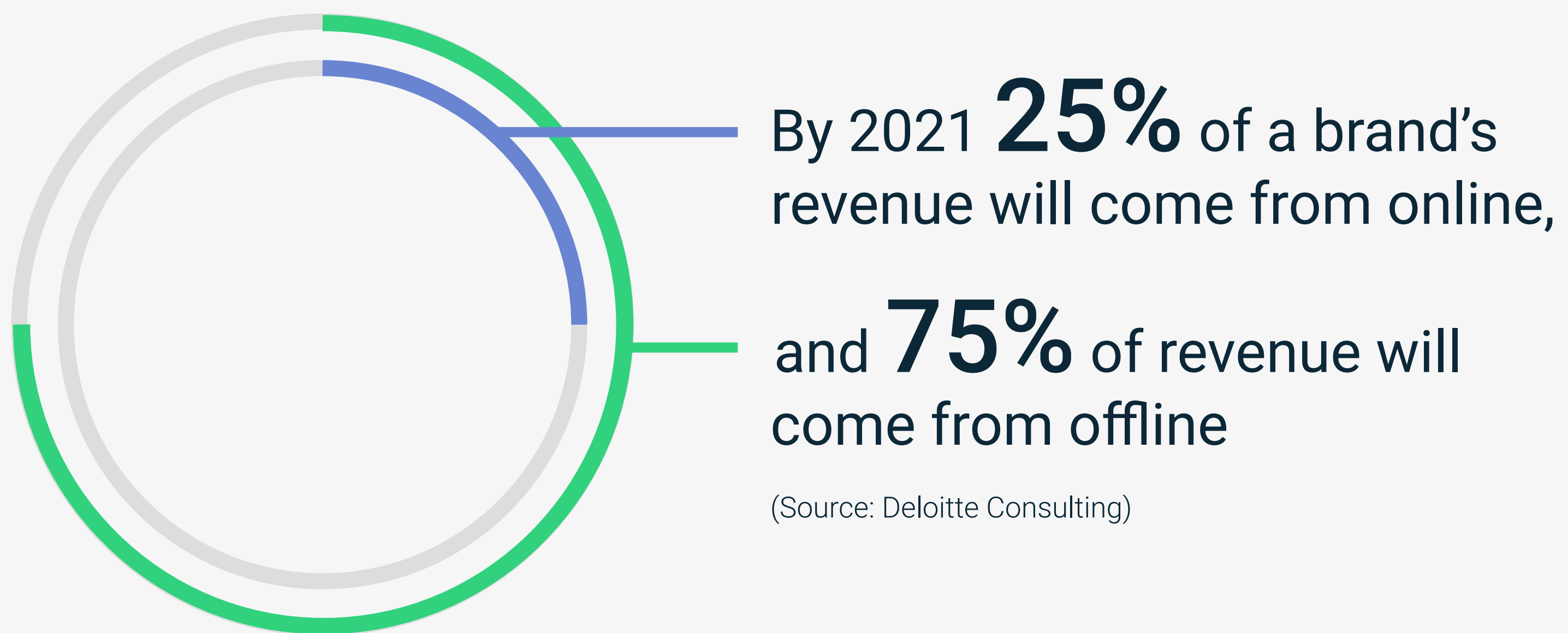
**They had a strong digital presence in place that allowed them to take advantage of the surge in online shopping that resulted.**

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Although the increase in online sales following store closures allowed many brands to continue engagement with their existing customers and win new customers (due to a larger share of online shoppers), this increase was not enough to offset the loss of in-store revenue. Nor could it compensate for the lost in-store customers who wouldn't (or couldn't) engage with the brand digitally.

# Did you know...





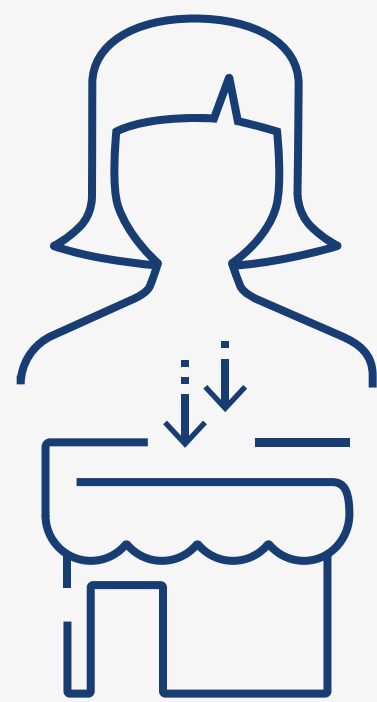
Now, stores are reopening. That means there is great pressure for brands to:

- **Recover the lost revenue stream of in-store shopping**
- **Re-engage any customers that defected due to store closings**
- **Organically convert new customers acquired online who are now ready to shop in-store**

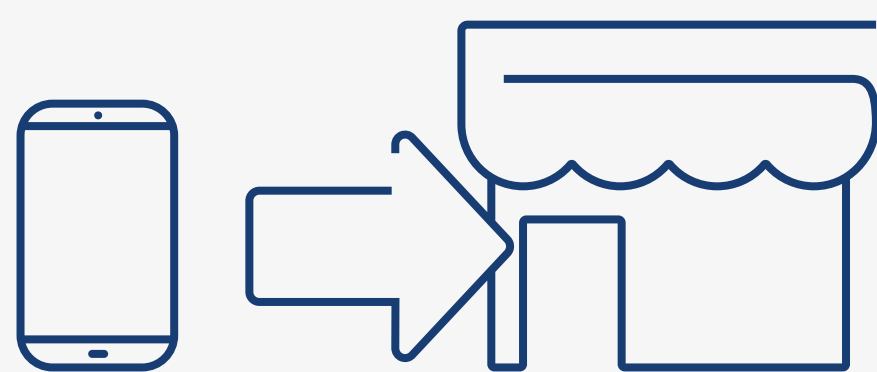
Making good on these opportunities requires businesses to drive footfall back into their brick-and-mortar locations through omnichannel engagement.

As we enter the next phase of retail, we can expect several things to happen. Some retail brands will look to drive foot traffic back into their stores as soon as possible to begin the recovery process. Others, instead, will opt to keep their stores closed, or at least the unprofitable stores, and focus on driving the majority of their business online. And finally, some may fully transition to digital and become a pure-play e-tailer.

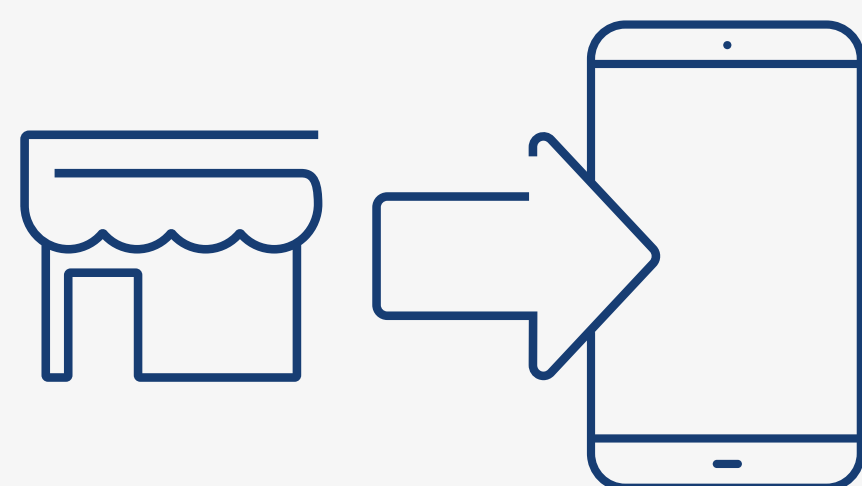
No matter which of these paths a retailer chooses, they must have an omnichannel strategy that enables them to:



**Identify customers in-store**



**Drive online customers to offline**



**Drive offline customers to online**

01

# Identify customers in-store





# CUE<sup>®</sup>

*“Having a compelling rewards or loyalty program is a priority for the customer shopping both online and in-store... to achieve that, we turned off ‘guest checkout’ on our website, because as part of our unified platform, we needed a customer to ultimately be registered for us to achieve the strategy we were working on. So, whether a customer was signing in or signing up, the experience would be frictionless ... By removing guest checkout, we’re seeing 100% of those checkouts attributed to a known customer – at store level, we’re seeing upwards of 80-90% of transactions attributed to these customers.”*

Shane Lenton, CIO, Cue Clothing Co.



*“We’re forgetting the stores in the omnichannel vision ... What tends to happen when online comes into a retail business is everyone goes, ‘Look, online is so shiny. We’re just going to focus on online.’ And then the [in-store approach] tends to look at online as ‘[They are] a separate bucket now ... online and offline – they’re two separate entities.’ But the actual fact is, they really should be combined because, let’s face it, customers do shop in both places.”*

Mike Cheng, Head of Digital, City Beach

With sales in online shopping booming over the past several months, your customer database will be full of new customers. In some cases, a lot of new customers.

You'll want to retain these new customers, and continue to engage them through 1:1 personalization. The problem is, once they move offline, how will you know who they are?

To deliver the degree of personalized engagement that your new customers deserve, and continue to drive footfall, you'll need to be able to identify customers in-store and capture their marketing opt-in.

## Why Identification Matters

Identifying customers in-store should be the first step in your omnichannel strategy. That's because converting new customers and driving them further into the customer engagement funnel requires you to know who they are, no matter where they are shopping.

Knowing your customer means more than getting their names — *you need to understand their product preferences, channel affinity, and other aspects of their behavior* so you can create true 1:1 personalized communications and digital experiences for them that will increase their engagement with your brand.

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## The Strategy Behind Identification

Identifying customers has tremendous benefits, one obvious benefit being the improvements you'll see in your 1:1 personalized communications.

But from a business perspective, there are two other strategic reasons related to cost and efficiency. This is particularly relevant now, as most brands are operating

with reduced marketing teams and leaner budgets due to COVID-19 – and they may continue this way long after the pandemic has passed.

## More Efficiency in Your Marketing Efforts

As you ID more customers, you can start to measure the percentage of identified and unidentified purchases. The higher the percentage of identified purchases, the more customers you can engage with personalized communications, and create offers that will drive conversion. You can also use your customer data more effectively as your percentage of identified purchases is growing. Opportunities based on customer profile (i.e., birthday), customer behavior, or product preference, become more apparent, enabling you to take action at the right time. This also reduces your reliance on inefficient, non-personalized marketing efforts.

# Improve Profitability and Optimize Marketing Budget

Customers don't announce when they're coming to shop in your store. Once they arrive, you don't know how long it's been since their last visit, and you don't have a guess as to whether they're coming back at all. In essence, unless you identify them, they remain anonymous, and you are constantly investing marketing dollars into acquiring them over and over again.

Identifying customers leads to more profit. Why? Because you'll no longer be spending as much of your marketing budget on acquiring customers you've already won. This helps keep your cost per acquisition low.

**How can Emarsys help your brand identify more customers to drive omnichannel engagement?**

**Find out at [emarsys.com/demo](https://emarsys.com/demo)**

# Be Prepared for Anything in the Next Phase of Retail

To say COVID-19 was tough on retail is an understatement. Identifying customers now will prepare your brand for unexpected events in the future.

- Stores are in the process of reopening, and customers are returning. If your customers are identified, you can drive them back to the store. One example: Consider removing guest checkout options on your website in order to get more online shoppers to self-identify.
- Should there be a resurgence in cases of COVID-19, stores may be forced to close again. If you've already identified customers, you can seamlessly move customers online and continue engaging them digitally.
- Once a customer is IDed, you can see your best customers (in terms of spend) and most loyal (in terms of purchase frequency), and manage those relationships accordingly. Having this degree of visibility of who your best customers are gives you better control of which customers receive discounts or other incentives (and how generous those incentives have to be to motivate a purchase).



*"I think traditional retail suffers from problems that online pure-play guys don't. We don't have access to the consumer. So you walk into a store, and you can be almost completely anonymous, especially if you don't make a transaction ... And we're working with the Emarsys team to ... avail [information] for our store staff so they can take a journey with our customers in-store. So accessing the information that's online, and servicing that in-store."*

Mike Doyle, Head of Marketing, City Beach  
(2016-2019)



# REISS

*“Implementing Emarsys gives us more visibility of [our] customers, as well as their demographic and geolocation. We’re using the transaction feeds from in-store and online ... to analyze and market to individuals in a more direct manner, [beyond] just saying ‘here’s menswear’ and ‘here’s womenswear’ ... We can now use the digital channel in a much better way to extend our reach to customers. We’re looking to drive the growth of the business through digital, direct marketing and CRM techniques.”*

Ian James, Chief Innovation Officer, Reiss

02

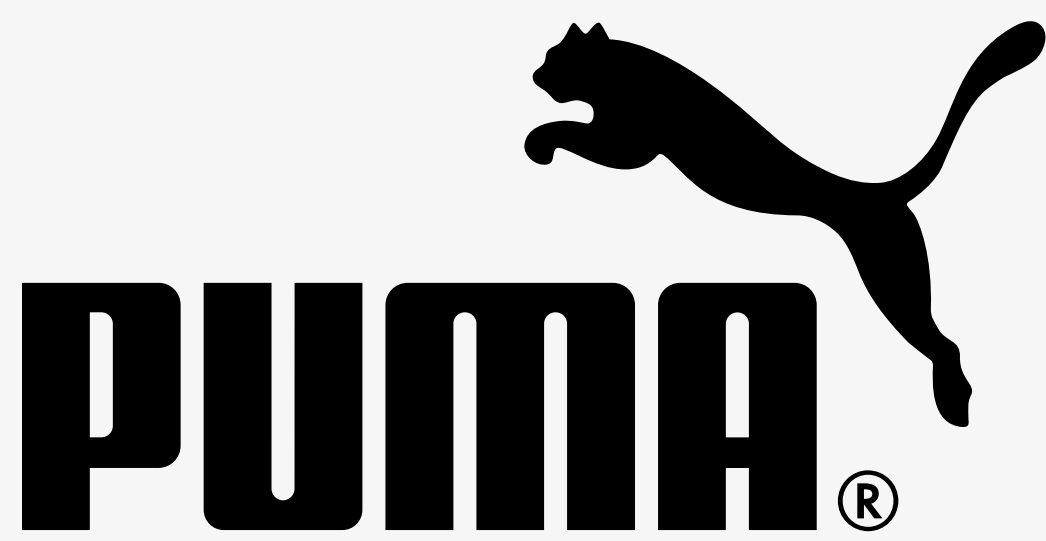
# Drive Online Customers to Offline



**SPORTSDIRECT.COM**

*“Agility has been key. For some brands, the tightening of resources and the turbulent macro environment could bring e-commerce strategies to a halt. But even with a leaner team, Frasers Group has seen digital growth mostly by leveraging automation and making real-time adjustments to best convert customers ... We are planning to use our omnichannel strategy to help stores recover and drive offline sales. Profitability, in-store average order value, purchase frequency, and loyalty will be driven by all channels.”*

Thomas Tregelles,  
Group Head of E-Commerce, Sports Direct



*“Emarsys allows brands like ours to generate greater insights into consumer behaviors, create more consistent, personalized journeys, and deliver them across all our consumers’ different touchpoints, whether online or offline, within one single platform. Our partnership has not only transformed how we communicate with our customers, but also allowed our marketing team to spend more time creating better engagement for consumers wherever and whenever they engage with our brand.”*

Rick Almedia, VP E-Commerce, Puma

A complete omnichannel retail strategy includes a strong digital presence that allows you to drive online customers to offline, *and* offline customers to online. But first, let's look at online-to-offline engagement.

## Bring Newly Acquired Online Shoppers In-Store

Again, stores are beginning to reopen post-pandemic, so you're going to want to make the most of the new customers acquired in your database during the last few months.

If a customer's first and only experience with your brand was online, here's your opportunity to encourage them to buy from you again, in-store. Look for insights about your customer's preferences in your product and sales data related to online purchase history. This will allow you to send that customer relevant personalized communications to drive them into the store.

## Embrace “ROPO”

ROPO — or “research online, purchase offline” — was trending even before COVID-19 shook up retail. Whether it’s to avoid eager salespeople, or to enjoy the convenience of browsing from home, many people will start their research of a product on the web or on their mobile device. But instead of making the purchase online and having to pay for shipping or deal with long delivery times, they’ll head to a physical store to complete their purchase.

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In this scenario, consider using a customer’s web or mobile browse behavior and geolocation to encourage them to complete their purchase in your store. Driving them into the store allows them to further evaluate the product and experience your brand in a different way.

## Encourage Click-and-Collect

Click-and-collect — or “buy online, pick-up in-store” — is another profitable trend that retailers are taking advantage of, especially during COVID-19. Depending on your country and

region, not all stores are opening at the same time. The ones that are may be facing some restrictions — such as in-store occupancy or social distancing guidelines.

Customers who want to research online, or want the immediacy of an in-store purchase, but are adverse to entering a store — due to health and safety concerns, long lines of customers, etc. — will prefer a click-and-collect option. This benefits the customer by offering an essentially touchless experience, and they don't have to pay shipping costs or deal with delivery issues that online shopping presents.

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This also benefits the retailer because it helps limit the number of people in the store, which keeps staff and other customers safe. Overall, it's a more profitable method to drive omnichannel customer engagement.

# Using Digital to Drive Omnichannel Engagement

In the next phase of retail, there will be a larger pool of digitally savvy consumers — many having been forced to adapt to digital due to store closures.

As stores begin to reopen, consider ways to connect with new and existing customers digitally. What tactics might you use to drive omnichannel engagement?

**Lead re-engagement** — identify cold leads and gradually re-engage them through a series of personalized campaigns.

**Win back defecting customers** — engage customers on the verge of becoming inactive with product recommendations and discounts, supported by social ads.

**First-time store buyer to repeat online** — encourage an offline-purchasing customer to make their first online purchase.

**Customer research online, purchase offline** — offer a loyalty-based incentive to customers that make an in-store purchase following their online research.



# OUTLET/CITY

M E T Z I N G E N

*“What we’re seeing changing now is this so-called ‘ROPO’ business. More people are researching online, purchasing offline, especially for us as a destination. We had a lot of traffic on our website before we had an online shop. You check on the internet what brands and offers are there as a preparation for your brick-and-mortar visit. The expectation of the customer is to get an overview of products and prices. We have to use the digital business and online marketing to collect traffic, then we have to transfer that traffic to visits to Metzingen or online orders. For that, we have many digital touchpoints.”*

Dr. Stefan Hoffman, Managing Director,  
Outlet City

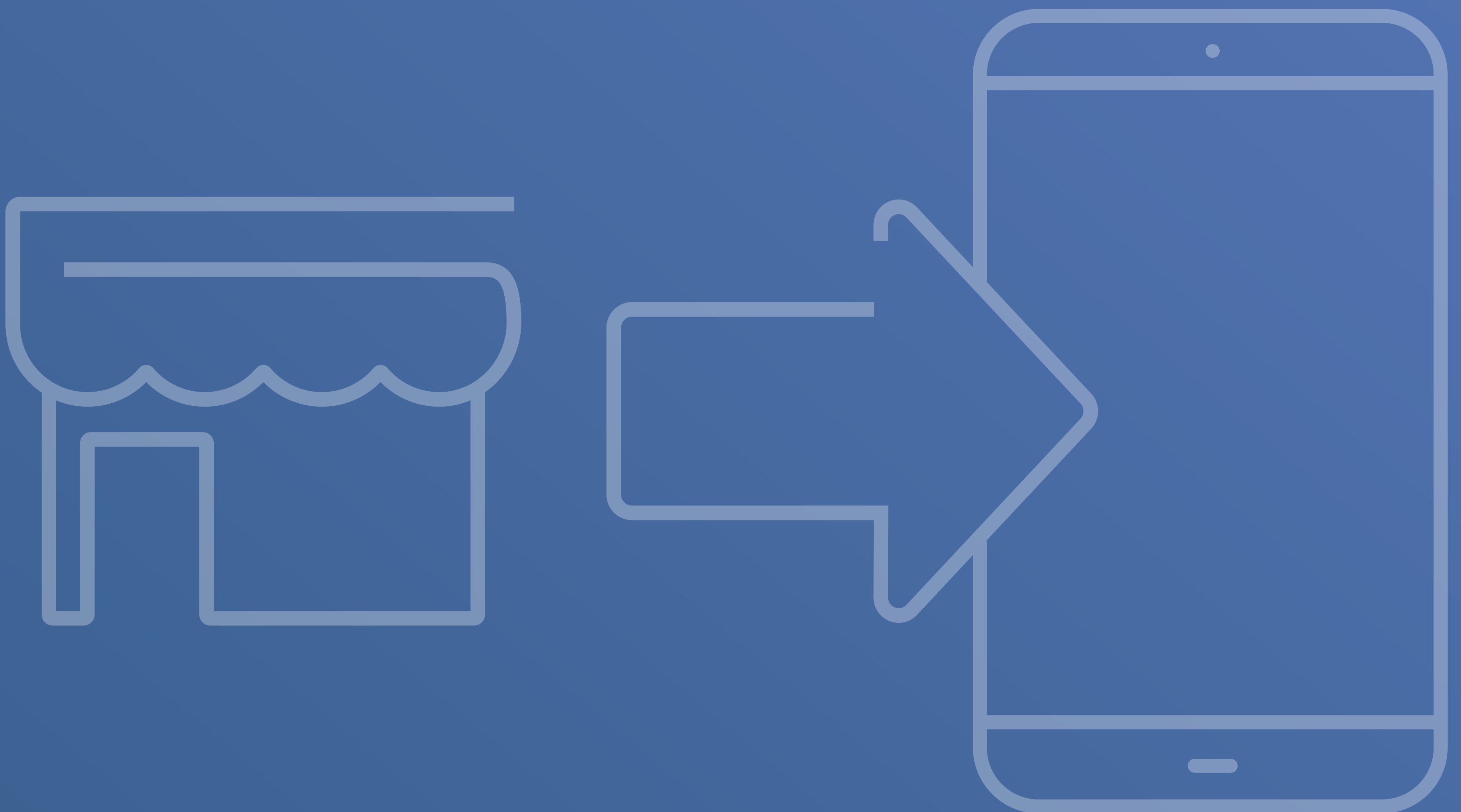


*“With all our customer data now in one place, we have a deeper understanding of the level of engagement we’re achieving across various channels, and the different types of campaigns our customers like to see. Consolidating our data into one platform was always going to be a huge priority for us ... and Emarsys ... will enable us to be responsible custodians of all the information we hold.”*

Greg Richardson, Head of Marketing,  
Toolstation

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# Drive Offline Customers to Online





*“We’re using personalization in all forms – it’s true one-to-one. No customers are seeing the same content across any digital channels, whether it’s CRM Ads, the home page or the website, or if they’ve come in-store and received a quote. That’s all being passed ... to Emarsys [so we can] pick up the conversation where we left off.”*

Lynn Barrett, Chief Digital Officer,  
National Tiles (2017 - 2019)

## FOREVER NEW

*“With Emarsys, we have been able to unify multichannel customer data, honing in on specific customers across every channel. Harnessing the power of automation and artificial intelligence to drive efficiencies and accelerate business outcomes has helped us to grow Forever New in a more profitable way.”*

Carolyn MacKenzie, Managing Director,  
Forever New

Moving into the next phase of retail, it's clear that a strong digital presence to help drive online customers to stores is important. Thus, equally important will be the ability to encourage traditionally in-store shoppers to engage with your brand online. Your omnichannel retail strategy must enable you to drive offline-to-online engagement.

## Why Offline-to-Online Matters

The next few months for retail is still unclear. Although stores are reopening, government restrictions and regulations could change rapidly based on the COVID-19 situation. This uncertainty can have an impact on your ability to retain customers, or bring them further along the customer lifecycle.

Currently, stores are restricted to how many people they can allow in at a time. This is not the optimal experience that retailers want to give, nor is it one that most customers will enjoy. However, a retailer that can offer consistent, high-quality brand experiences *digitally*, can move that customer to purchase online, if need be, with no loss in quality of experience.

## Engagement Continuity (With or Without Stores)

Imagine you've worked hard to develop a relationship with a customer at your brick-and-mortar location. You've even successfully identified them in-store, allowing you to offer more of a personalized experience. But a return of COVID-19, or perhaps other government restrictions, causes another round of store closures.

How do you maintain that engagement?

In the event that stores have to close again, your brand must seamlessly take customers from the in-store experience and move them online. If you don't have an omnichannel engagement strategy in place to keep your brand at the forefront of consumers' minds, you risk losing them from your active database.

# CUE<sup>®</sup>

*“When we talk about a ‘single view of customer’ and ‘single view of inventory’ across all channels, that helps [attain a true] omnichannel perspective. We’ve seen our business evolve from what was a single channel into multichannel and then to omnichannel, to provide that consistent experience ... to where we are today, which we call ‘unified commerce.’ [For customers, omnichannel] will feel like we’re [always able to] have a consistent conversation with them.”*

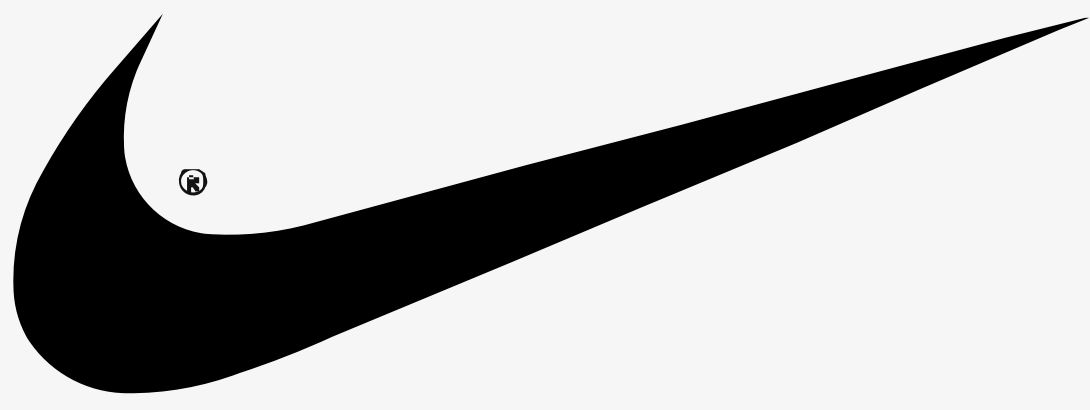
Shane Lenton, CIO, Cue Clothing Co.





*“You can have everything prepared, including a digital strategy, new business opportunities, consent, customers, and data – but if you don’t have the right people and the right tools in place, you will not reach your ultimate marketing goals. Salling used their offline purchase data to drive online sales, by using automated audiences when running omnichannel campaigns. This resulted in 25% revenue growth within 5 weeks.”*

Jens Pytlich, Digital Marketing Manager,  
Salling Group



*“The beauty of the Emarsys marketing platform is that it always provides an actionable next step for the client to run its automated marketing campaign.”*

Jade Lau, Digital Commerce Senior Manager,  
Nike Hong Kong

# Going Forward

Omnichannel Engagement  
for the Next Phase of Retail





*“With a 100% increase in revenue from key channels, improved speed to market, deeper customer insights and all with a decreased cost base, Emarsys is now [our] marketing team’s ROI engine, and one that’s clearly designed and tuned for modern communication. We connected with the in-store and online customer to understand [their] behaviors clearly, to personalize and recommend products across all channels, and to drive more repeat purchases.”*

Mike Doyle, Head of Marketing, City Beach  
(2016-2019)

# Tupperware<sup>®</sup>

*“When we moved to Emarsys we implemented a welcome series, abandon cart, browse abandon, post purchase – all these different touchpoints with our customers throughout their purchasing journey, and all with clear line of sight into tracking and how each one performed.”*

Kiara Sanchez-Mora, CRM & Digital Outreach Strategist, Tupperware U.S. & Canada

# ALLSAINTS

*“At All Saints we take great pride in doing everything we can to keep customers happy and engaged with our brand. In our digital marketplace, this means providing them with personalized shopping experiences across all our channels. We chose Emarsys to help us do this because its platform is more scalable, sophisticated, and easy to use than any other in the market ... [Now we can] understand our customers better than ever, while simultaneously increasing sales and enhancing brand loyalty.”*

Mark Ford, Global CRM Manager, All Saints

*Hanna Andersson*

*“Online is 80% of our business, so we’ve benefitted from our stores being shut since March – we’ve more than offset the revenue loss from stores with our online growth. It’s something we didn’t see coming. We’re doubling down on optimizing our digital marketing and user experience ... [We are] keeping everyone informed and [remaining] transparent on what’s working and what’s not ... and [using] these disciplines in setting strategic priorities.”*

Mike Edwards, CEO, Hanna Andersson



*“As we evaluated the competition versus Emarsys and felt Emarsys showed opportunities on how the team can leverage, build, and deploy campaigns more effectively and efficiently at lower cost using less time and resources. Emarsys has the right solution for our current and future growth expectations relating to marketing maturity.”*

Catherine Rezabeck, Digital Experience  
Solutions, New Balance



Retail has always been particularly dynamic. But COVID-19 has amplified its quick-change nature.

As these industries experience change, consumer behavior will shift rapidly. To be adaptive and responsive, you need to be able to provide customers with pertinent business information and engage them wherever and however they prefer — your store, your website, via mobile app, etc. And now more than ever, you need an omnichannel retail strategy that allows you to do this quickly.

The 3 most critical factors in determining whether your brand can succeed in the next phase of retail will be its ability to **identify customers in-store, drive customers from online to offline, and drive customers offline to online.** Together, these factors form the core of a successful omnichannel retail strategy that allows you to create seamless customer journeys and drive foot traffic into your stores.

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To get started, you need a customer-centric approach. You need a unified commerce solution – with your customer, product, and sales data united in a single customer engagement platform – that gives you the single view of the customer.

And *that* is what will enable your brand to achieve better business outcomes in the next phase of retail.

**Learn how Emarsys can accelerate your brand's omnichannel retail strategy.**

[Head to emarsys.com/demo](https://www.emarsys.com/demo)



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